Amuot Paid to DAVP for Advertisements

*222. SHRI MOHAMMED AFZAL *alias* MEEM AFZAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state: the details of the amount paid by Ministries or their departments to DAVP for Publication of advertisements during 1st April, 1992 to 31st March, 1993?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): During 1992-93 an expenditure of Rs. 1628.75 lakhs was incurred by DAVP on Press Publicity on behalf of various Ministries/ Departments in addition to an amount of Rs. 107.45 lakhs spent on publicity on Family Welfare.

श्री मोहम्मद अफजल उर्फ मीम अफजल : मैं अपने सवाल के जवाब में यह पूछना चाहता हूं, पहला सवाल है कि जो आपने 92.93 में डीएवी की टोटल रकम बताई है उसमें से कितनी आपने खर्च की है और कितनी रकम मिनिस्ट्री को वापस कर दी है ? वापस करने के वजूहात क्या हैं, रीजन क्या है ? और दूसरा प्रश्न यह है कि डीएवीपी मरकजी सरकार का इदारा है तो तमाम मिनिस्ट्रीज को डीएवीपी के थ्रू इश्तहार देने चाहिएं लेकिन एलआईसी, यूनिट ट्रस्ट, पैट्रोलियम मिनिस्टरी, बैंकिंग सेक्टर, एयर इंडिया, इंडियन एयरलाइन्स, टूरिज्म, भारत हैवी इलेक्ट्रीकल, कोल और रेलवेज के बहुत सारे डिपार्टमेंटस हैं, इंडीपेंडेंटली एडवर्टीजमेंट देते हैं और नतीजा यह होता है कि जो एश्तहारात आते हैं सिर्फ बड़े अखबारों के लिए चले जाते हैं, छोटे अखबार, मीडियम न्यूजपेपर्स जो हैं वे नजरअंदाज हो जाते हैं । मैं मंत्री जी से जानना चाहता हूं कि क्या आप तमाम मिनिस्ट्रीज को यह लिखेंगे कि व सारे इस्तहारात जो दें वह डी०ए०वी०पी0 के थ्रू दें । क्या सरकार ऐसा पालिसी बनाएगी कि जो भी इस्तहारात सरकार को देने हैं वह किसी प्राइवेट एंजेंसी को न देकर सीधे डी०ए०वी०पी० के द्वारा दें । इस तरह की नीति बनाने के बारे में सरकार सोच रही या नहीं सोच रही है ?

MR. CHAIRMAN: Please conclude your question.

SHRI MOHAMMED AFZAL *alias* MEEM AFZAL: I have concluded.

SHRI K. P. SINGH DEO: Sir, what is the real question? How much was spent and how much was returned?

SHRI VIREN J. SHAH: Both.

MR. CHAIRMAN: Yes. He has asked about some money which was returned to the Department and not spent. Secondly, the small papers are not included in this. I think these are the questions.

SHRI K. P. SINGH DEO: Sir, the only time when the money was returned was in 1991-92 when an amount of Rs. 6.39 crores had to be surrendered after re-appropriating funds to the tune of Rs. 26 lakhs. No other time the money has been returned. As far as small papers and medium papers are concerned, I don't have the full details here, Sir. But the advertisements are given based on the circulation of the paper and, at the same time, on the basis of a survey by the ABC, the Bureau which deals with the circulation. These are the two norms on the basis of which the advertisements are given and they are given to large papers mediam papers and small papers. I don't have the detail here. I can furnish the details if you so direct.

SHRI MOHAMMED AFZAL *alias* MEEM AFZAL: Is the Government thinking that all the advertisements of different Ministries should be given only through the DAVP?

they are giving them privately. I would like to know whether the Government is going to have a policy that all the Government and public sector advertisements should be given only through the DAVP. This was my question, Sir.

SHRI K. P. SINGH DEO: Sir, the allocation of business rules spells clearly that all advertisements should be released on behalf of the Government of India through the DAVP. The various Departments have been doing it and, at the same time, they have been probably using the other agencies apart from the DAVP. I have to seek the details from various Ministries because we only keep the details of what is being asked us to do and what we do. I will have to ask other Ministries whether they are doing otherwise, so that I can give this information.

श्री मोहम्मद अफजल उर्फ मीम अफजल : मेरा इसी से रिलेटेड सवाल यह है कि डीएवीपी जो इस्तिहार देती है उसकी तीन साल की फिगर्स मेरे पास हैं। पता नहीं मंत्री जी के पास हैं कि नहीं, लेकिन मेरे पास हैं। मैंने एक सवाल पूछा था कि 1991–92 में लेंग्वेजवाइज पूरे इंडिया में किस किस लेंग्वेज को कितने कितने इस्तिहार दिए गए। बहुत अफसोस के साथ मैं बताता हूं कि अंग्रेजी जुबान जिसे 3 परसेंट लोग पढ़ते है उसको 1991–92 में 5 करोड़ 83 लाख, 1992–93 में 8 करोड़ 82 लाख और 1993–94 में 11 करोड़ 40 लाख के इस्तिहार दिए गए। दूसरे पेपर्स जो नेशनल लेंग्वेज है हिन्दी जिसको 40 परसेंट लोग पढ़ते हैं, बोलते हैं इस लेंग्वज को 4 करोड़ 39 लाख जो कि अंग्रेजी से 20 परसेंट कम है, दिया गया है। 1991–92 में और 1992–93 में 6 करोड़ 65 लाख दिया गया जब कि अंग्रेजी को 8 करोड़ 82 लाख दिया गया। इसके अलावा जो 17 रीजनल लेंग्वेजज को इस्तिहारात दिए गए हैं उसमें बंगला नंबर एक पर है जिसे एक करोड़ से कम दिया गया है...

MR. CHAIRMAN: You don't have to give the details. You formulate your question.

SHRI MOHAMMED AFZAL *alias* MEEM AFZAL: I want to ask a question very much related to this.

MR. CHAIRMAN: Please formulate your question.

SHRI MOHAMMED AFZAL *alias* MEEM AFZAL: This is a very important thing.

MR. CHAIRMAN: It is important. But the Minister has to give the details. You ask your question.

SHRI SOM PAL: The Minister said that he did not have the details.

SHRI MOHAMMED AFZAL *alias* MEEM AFZAL: Sir, he said that he didn't have the details. Sir, I have the details. I am only quoting from the information given by his own Ministry.

MR. CHAIRMAN: I want to ask: Are you asking a question?

श्री मोहम्मद अफजल उर्फ मीम अफजल: इसमें अंग्रेजी जुबान को 8 करोड़ 11 लाख के इस्तिहारात दिए गए हैं। 1992–93 के अंदर और जो संस्कृत जुबान है, जो हिन्दुस्तान में पैदा हुई, पली और बढ़ी इसे 703 रुपए के इस्तिहारात दिए गए हैं... **(व्यवधान)** उर्दू को 59 लाख रुपए दिए गए हैं जो 22 परसेंट लोगों द्वारा लिखी, पढ़ी और बोली जाती है। रीजनल लेंग्वज जो 17 इसमें दी गई है उन को...

MR. CHAIRMAN: Mr. Afzal, you have already put your question. I am calling the Minister to answer this question.

श्री मोहम्मद अफजल उर्फ मीम अफजल : मेरा सवाल यह है कि उर्दू जुबान को... **(व्यवधान)**

MR. CHAIRMAN: Will you please sit down? I cannot allow you to make a statement. The question is very obvious. You have asked: "How are they distributing advertisements for other languages?"

श्री मोहम्मद अफजल उर्फ मीम अफजल : मै सवाल पूछ रहा हूं, अभी मैंने सवाल ही नही पूछा । मै आपसे जानना चाहता हू मंत्री जी कि पहली बात यह है कि उर्दू जुबान जिसके अखबारात पूरे हिन्दुस्तान से निकलते है, अंग्रेजी और हिन्दी के अखबार जो पूरे हिन्दुस्तान से निकलते है और उनके अलावा जो हिन्दुस्तान के अलग-अलग इलाकों से निकलते है उनमे आपने उर्दू को रीजनल लेंग्वेज मे शामिल करके ... **(व्यवधान)**

MR. CHAIRMAN: I cannot allow you like this. Please sit down. We know what you are saying. We know what the facts are. You don't have to go on repeating it. Mr Minister, please answer the question.

SHRI K. P. SINGH DEO: Sir, I will give the figures of 1992-93 and 1993-94. Sir, from these figures you can judge whether we are doing justice or not doing justice. The House can take a decision. Sir, should I give the figures of all the languages?

MR. CHAIRMAN: Whatever you have. But be brief.

SHRI K. P. SINGH DEO: Sir, as I said advertisements are given on the basis of two criteria. Sir, one is the circulation, i e. circulation of all the newspapes, not necessarily any language. Sir, although, the English language has 230 newspapers its circulation is far greater than that of any of the newspapers, excepting Malayalam. In Hindi, there are 2.975 newspapers. Then there are 387 newspapers in Urdu. Sir, these three are the main newspapers. The total amount spent on English in 1992-93 was Rs. 11,40,61,800, which comes to 38% The total amount spent on Hindi was Rs. 9,29,78,847, which comes to 31.4 per cent... (*Interruptions*).

SHRI SANGH PRIYA GAUTAM: Sir, he has already given the figure (*Interruptions*).

SHRI K. P. SINGH DEO: Sir, amount of shouting can change the facts of circulation. This circulatic is not judged by me. It is done by the Audit Bureau of Circulation. Sir, the circulation of various language dailies and language papers is done by the Audit Bureau of Circulation. The total amount spent on Urdu was Rs. 1,22,32,392, which comes to 4.10 per cent. Sir, in 1993-94, up to 31.1.1994—the full year is not yet over—Rs. 9,20,67,930, have been given to English and Rs. 7,56,24,163 have been given to Hindi and Rs. 1,2201, 391 have been given to Udru. Sir, these are the two criteria. If you want the break-up for other languages, I can give the figures.

MR. CHAIRMAN: You give it to him in writing. You send the information to the hon. Member. Shri. John F. Fernandes.

SHRI MOHAMMED AFZAL alias MEEM AFZAL: Sir, I want your protection. My question was different.

SHRI JOHN F. FERNANDES: Sir, the main charge against the DAVP is that most of the funds are cornered by certain newspapers, i.e. the major newspapers in metropolitan cities The problem is further compounded because the DAVP has no offices in the State capitals. Like in the case of a small State like Goa, we have to function from Bombay. It becomes difficult for newspaper owners from small cities to go to metropolitan capitals to get their bills cleared. May I know from the hon. Minister whether he would take a decision to see that the DAVP offices are opened in all the States? Will he set guidelines to see that these funds are equally distributed to all the States in the country?

SHRI K. P. SINGH DEO: It is a very good suggestion and within the constraints of resources, I shall certainly like to act on the hon. Member's suggestion so as to have offices everywhere in the country, if it is possible. But this will be within the constraints of resources.

श्री जगदीश प्रसाद माथुर : मंत्री जी जानते होंगे कि राजभाषा के संबंध में राष्ट्रपति जी के आदेश हैं कि विज्ञापन द्विभाषी होने चाहिये, यानी अंग्रेजी और हिन्दी में, तो क्या डी०ए०वी०पी० अंग्रेजी के समाचार-पत्रों में भी हिन्दी के विज्ञापन देता है, ज्वाइंटली एक ही विज्ञापन में दोनों आ सकते हैं । यदि वह ऐसा नहीं करता तो क्या राष्ट्रपति के इस आदेश की अवज्ञा के लिये मंत्री जी ने कुछ किया है और उन्होंने जो रेवेन्यू कल्कुलेट किया है, उसका क्या 50 फीसदी वह हिन्दी वालों को दे देंगे ?

SHRI K. P. SINGH DEO: Sir, the DAVP is a multi-media Central agency and it is also a service agency to disseminate the policies achievements and programmes of the Government. The DAVP gets its funds from the user Ministries. and formulates programmes as required by the user Ministries Apart from this, any other publicity campaign which is done by it, is not only done in English and Hindi, but in the regional languages also. As far as details regarding the exact number of copies in every language is concerned, I can supply it to the hon. Member and also lay a copy of it on the Table of the House.

श्री जगदीश प्रसाद माथुर : श्रीमन मैंने पूछा था कि राष्टपति जी के आदेश हैं कि, बाइलिंग्वल होना चाहिये । देयर इज नो, ज्वाइस, । अगर इसको देखें तो इसमें कोई ज्वाइस नहीं है । मैंने पूछा था कि हर वह विज्ञापन जो आप अंग्रेजी में देते हैं उसका हिन्दी में होता है या नहीं होता है ? ...(*व्यवधान*)... यह मैन्डेटरी नहीं है ।

SHRI K. P. SINGH DEO: It is bilingual. Apart from bilingual, in other eleven langdages also.

श्री जगदीश प्रसाद माथुर : डी०ए० वी०पी० जो है वह राष्ट्रपति के आदेश का उल्लघन क्यों कर रहा हूं मेरा सवाल यह है ।

SHRI K. P. SINGH DEO: There is no violation whatsoever.

श्री जगदीश प्रसाद माथुर: राष्ट्र के आदेश का...

श्री एस. एस. अहलुवालिया: वाइलेशन नही हो रहा है ।

श्री जगदीश प्रसाद माथुर: मैं आपको दिखा दूंगा कि वाइलेशन हो रहा है ।

SHRI S. JAIPAL REDDY: Mr. Chairman, Sir, I find that from the figures given by my friend Mr. Afzal and also the Minister, the answer given by the Minister is not satisfactory. He said that the amount is distributed based on the circulation of the newspaper. Does he mean to say that the circulation of all the English newspapers is much higher than the circulation of all the other language newspapers in India? It would then be a totally untenable proposition. There is something wrong with this formulation. Would the Minister clarify?

SHRI K. P. SINGH DEO: The Member is very right. I am not claiming that the circulation of the English newspaper is more than the circulation of the combined or the cumulative total of all the regional language newspapers in the country. I am not saying that. I am not claiming that.

SHRI S. JAIPAL REDDY: In that case the rigional reply is wrong.

MR. CHAIRMAN: Are the English newspapers getting more advertisements than all the language newspapers put together?

SHRI K. P. SINGH DEO: No, Sir. It so happens that advertisements have gone to the English newspapers.

SHRI S. JAIPAL REDDY: For example, in the case of the Hindi newspaper, the circulation of all the Hindi

newspapers is more than the circulation of all the English newspapers. Yet, the advertisements given to the English newspapers are more than the advertisements given to the Hindi newspapers. Why? How do you justify it? What is the formula under which these funds flow?

SHRI K. P. SINGH DEO: There is a question of the newspaper circulation. The English newsper is the single largest paper circulated in India. 'A' newspaper may have 'X' amount of circulation and a large number of newspapers pooled together may have 'X' plus 'Y' amount of circulation. This is based on the Survey Report as well as circulation of a particular newspaper. It is not a question of cumulative effect of all the newspapers pooled together. But if the method is defective and if the House would like to give us any suggestion, in its wisdom, I am willing to consider the practical suggestions which will result in an improvement of the existing system.

SHRI S. JAIPAL REDDY: Sir, with your permission, I would like to say that the problem is that he is looking at the question of advertisement from the viewpoint of individual newspapers but, here, we are looking at the problem from the viewpoint of languages. When the circulation of Hindi newspaprs is much higher, how is it that more assistance is being rendered to English newspapers? That is the question but he is not able to answer the question at all. And that was the question inherent in the figures given by my friend, Mr. Afzal, too.

SHRI K. P. SINGH DEO: If you add all the 2700 Indian newspapers, the figure will be much higher, which I have already mentioned. I do not know what the hon. Member wants to know. But the advertisement is done on the basis of the criterion—number of circulation of the particular newspaper and not the language. When you add all the language newspapers together—some newspaper may be having a circulation amounting to 100; the circulation of some newspaper may be 2,000 or may be 10,000— it will be a colossal figure, which does not serve the purpose for which the DAVP advertisements are done. So, the individual newspaper circulation is a different criterion and pooling up of all the individual newspapers on the basis of languages will give a different figure altogether.

श्री सिकन्दर बख्त : शुरू से ही इस सवाल के जवाब में बिल्कुल उलट-पुलट सिलसिला हो गया है । बात बड़ी सीधी-सी है अगर इस वक्त तक गलती हो रही है, अंग्रेजी अखबारात में इश्तिहारात ज्यादा दिये जा रहे हैं तो क्या सरकार इसके लिए तैयार है कि अपनी इस पालिसी को देखे और लैंग्वेज पेपर्स और हिंदी पेपर्स को इश्तिहारात ज्यादा दिये जायें ?

SHRI K. P. SINGH DEO: Will you kindly repeat the question once again?

श्री सिकन्दर बख्त : मैंने अर्ज किया है कि अगर इस वक्त कुछ इम्बैलेंस है इश्तिहारात अंग्रेजी न्यूजपेपर्स को, हिंदी न्यूजपेपर्स को या लैंग्वेज न्यूजपेपर्स को देने में तो क्या सरकार अपनी इस पालिसी को रिव्यू करके ऐसा कदम उठाएगी जिससे लैंग्वेज और हिन्दी न्यूज पेपर को ज्यादा इश्तिहारात दिये जायें ?

SHRI K. P. SINGH DEO: Sir, I am prepared for a review any time if the House so directs me. But, Sir, the rates are based on the circulation of a newspaper. It is not the question of the language, it is the question of the newspapes. But if the House would like me to take a review, I welcome the suggestion...

MR. CHAIRMAN: The Member is asking for a review of the overall position.

SHRI K. P. SINGH DEO: We will review the overall position if the House so wishes.

SHRI M. A. BABY: Sir, the largest circulation of the Indian newspapers is the Malayalam newspaper

even if you take into account the circulation of all the editions of the *Indian Express*. It is not that the English newspapers are in largest circulation.

MR. CHAIRMAN: Q. No. 223.

*223. [*The questioner (Shri Virendra Kataria) was absent. For answer* vide col. ....infra.]

Euro. issue Btnds

*224. SHRI MOHD. KHALEEL URRAHMAN:

SHRI CHIMANBHAI MEHTA:†

Will the Minister of FINANCE be be pleased to state:

(a) what are the interest rates offered on Euro-issue bonds and how they compare with International lending rates;

(b) whether interest rates are more than the rates of the loans taken by Govenment from foreign institutions;

(c) whether foreign currencies invested in Euro-issues are repatriated in India; if so, the details of the repatriation;

(d) whether Euro-issues are offered in the International market, at concessional rates;

(e) if so, the details of concession;

(f) whether conversion of Euro-issues into shares is permitted at current market rates or at concessional rates, the details; and

(g) whether it is a fact that Indian companies floating Euro-issues bring home foreign currencies and after converting into rupee, invest in stock market?

†The question was actually asked on the floor of the House by Shri Chimanbhai Mehta.

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (DR. ABRAR AHMED): (a) Interest rates on US Dollar denominated Foreign Currency Convertible Bonds (FCCBS) issued by Indian Companies have ranged between 2.25 per cent to 5.5 per cent. They compare favourably with International lending rates.

(b) It may not be appropriate to compare interest rates on Euro-issues which are determined only on commercial considerations with interest rates on loans taken by the Government.

(c) Unless specifically permitted by Government the issuers are required to repatriate the proceeds of Euro-Issues into the country. Till March 4, 1994, an amount of US dollar 2.05 billion has been repatriated into India.

(d) and (e) The price at which Euro-Issues are offered in the international market is determined by the Issuer in consultation with the Lead Managers on the basis of prevailing market conditions and the prevailing market price of the issuing company's shares in the Indian market. Some of the issues have been priced at a premium to the domestic price of the share and some at a discount. The Government does not have a role in pricing.

(f) Conversion of Euro-Issues into ordinary share in the issuing company will take place at the conversion price fixed initially at the time of launching the issue.

(g) Indian companies have been raising funds through Euro-issues generally for financing their resource requirements (both in Indian Rupees as well as in foreign currencies) for their new projects, modernisation/expansion plans, repayment of expensive debt, working capital margin etc. The Government, however, does